

Message Text

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ACTION EUR-12

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USDOC

E.O. 11652: N/A
TAGS: BEXP, FR
SUBJECT: FOREIGN BUYER PROGRAM: MR. JEAN CAVE, JOURNALIST
USINE NOUVELLE

1. USINE NOUVELLE (UN), AN IMPORTANT FRENCH BUSINESS MAGAZINE, WILL BE DOING A MAJOR ARTICLE ON THE U.S. MEAT PROCESSING INDUSTRY. UN HAS 50,000 SUBSCRIBERS AND IS READ BY BOTH TOP MANAGEMENT AND TECHNICAL DIRECTORS THROUGHOUT FRENCH INDUSTRY. MR. JEAN CAVE, JOURNALIST FOR UN WILL BE TRAVELLING TO THE U.S. FOR A THREE WEEK VISIT TO GATHER MATERIAL FOR THIS ARTICLE ON OR ABOUT APRIL 17, 1978. HE HAS REQUESTED OUR ASSISTANCE IN DEVELOPING A SCHEDULE. IN CONSIDERATION OF THE IMPORTANCE THAT THIS ARTICLE COULD HAVE IN FOCUSING DEMAND FOR FOOD PROCESSING EQUIPMENT ON U.S. MANUFACTURERS, WE RECOMMEND THAT USDOC PROVIDE ANY ASSISTANCE POSSIBLE.

2. MR. CAVE WILL BE FOCUSING ON PRODUCTIVITY ADVANCES IN THE U.S. MEATPACKING INDUSTRY. HE IS IN TOUCH WITH THE USDA CONCERNING THE CATTLE RAISING ASPECTS OF HIS ARTICLE. CONCERNING THE PROCESSING AND DISTRIBUTION FACES, MR. CAVE WOULD BE INTERESTED IN
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SEEING THE FOLLOWING TYPES OF FACILITIES:
-- BOTH A SOPHISTICATED AND A CLASSICAL SLAUGHTER HOUSE.
-- A TRANSPORTER SPECIALIZED IN MEAT (ON THE HOOF OR REFRIGERATED).
-- A SOPHISTICATED MEAT PROCESSING AND PACKAGING PLANT.

-- A LARGE AND AVERAGE SIZE DISTRIBUTION CENTER
(WHOLESALE AND RETAIL).
-- MANUFACTURERS OF SOPHISTICATED MEAT PROCESSING
MACHINERY AND FACTORY DESIGN.
IN ALL OF THESE AREAS MR. CAVE WOULD ALSO BE INTERESTED
IN VISITING AND SPEAKING TO SMALL BUSINESSES THEY
CORRESPOND TO A LARGE PART OF UN'S READERSHIP IN
FRANCE.

3. BASED ON PRELIMINARY INFORMATION, MR. CAVE IS
PLANNING ON VISITING TEXAS, CHICAGO AND OR NEBRASKA,
SAN FRANCISCO, OREGON, AND NEW YORK. HOWEVER, HE IS
OPEN TO ALL SUGGESTIONS, AND THE FINAL SCHEDULE WILL
DEPEND ON THE VISITS DEEMED DESIRABLE BY USDOC.

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